

WILL PHAN

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PROFESSIONAL EXPERIENCE

Marketing Analyst - SEM

Vrbo

📅 Nov 2019 – Ongoing

📍 Austin, TX

- Prototype and support of automation products with implementation of new features and ad hoc automated reports as needed by multiple teams
- Develop full automation of settings and standards checks
- Work with teams to develop and iterated on functionality to support a multi-language worldwide marketing program
- Own responsibilities for business rules and standards across all search marketing programs.
- Maintain settings and always on status of ongoing automated campaigns and report on variation to expectations

Big Data Software Engineer

General Motors

📅 Apr 2019 – Nov 2019

📍 Austin, TX

- Spearheaded a testing and regression suite automation for new features/applications of Big Data ETL products
- Maintained several operational reports for the team
- Root-Cause analysis and remediation support
- Troubleshoot reporting environments
- Manage data in Hadoop environments using scripts and automation

IT Operations Engineer

General Motors

📅 Sep 2016 – Apr 2019

📍 Austin, TX

- Incident management and failure prevention for batch system
- Provide users support with batch design along with resolution and root-cause analysis for Autosys application
- Manage and design reporting environments, including data sources, security, and metadata
- Performed trend analysis on system performance, recommend configuration changes and participate in the planning activities to schedule system

Technician Specialist - Part Time

Reynolds & Reynolds

📅 Jun 2012 – Aug 2016

📍 College Station, TX

- Specialized in repair for PCs and Monitors equipment
- Evaluated adequacy of quality assurance standards for monitors and various electronic equipment
- Generated and updated checklists for department specific equipment procedures
- Collaborated with multiple departments to ensure required equipment deadline are met

TECHNICAL SKILLS

• Preferred Tools

Python Bash SQL GIT
REST APIs

• Automation Tools

Google Apps Script Apache Airflow
Batch Scripting

• Development Tools – DB

Qubole Oracle Teradata
PostgreSQL

• Development Tools – Big Data

AWS S3 Hadoop Hive Presto
HDFS Spark Ambari

• Data Visualization Tools

Imply Pivot Mixpanel Looker
Google Analytics Power BI Tableau

• Release Management Tools

JIRA Jenkins SVN MS TFS

• Application Softwares

CA Autosys MS Office VMWare

• Operating Systems

Linux macOS Windows XP/7/8/10

• Network

TCP/IP DHCP LAN/WAN VPN
VLAN DNS

EDUCATION

B.S. in Technology Management

Minor in Business Administration

Texas A&M University

📅 2015 – 2016

📍 College Station, TX

- Major GPA: 3.63 | Overall GPA: 3.57

CERTIFICATION



Certification

2019 - Google Analytics Individual Qualification



Certification

2019 - Google Ads

- Search
- Measurement
- Search Ads 360